

**MINUTES OF THE  
PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE**

**TUESDAY, SEPTEMBER 11, 2007**

At a meeting of the **Planning and Economic Development Committee**, held Tuesday, September 11, 2007, in the Board Room, on the 9<sup>th</sup> Floor of the Administration Building, Mount Clemens, the following members were present:

Vosburg-Chair, Brdak, Brown, Camphous-Peterson, DeSaele, DiMaria, Drolet, Duzyj, Gielegthem, Mijac, Rengert, Roberts and Crouchman (ex-officio).

Absent and excused was Haggerty.

**Other Commissioners Also Present:**

Commissioner David Flynn  
Commissioner Joan Flynn  
Commissioner Lund  
Commissioner Rocca  
Commissioner Sauger  
Commissioner Slinde  
Commissioner Szczepanski

There being a quorum of the committee present, Chair Vosburg called the meeting to order at 9:10 a.m.

Chair Vosburg asked for a moment of silence. It is the week of the sixth anniversary of September 11, 2001, please take a moment to remember those who have perished, both on that horrific day and in the efforts of defending this wonderful country. We are fortunate to live in the greatest country on earth, and enjoy the precious freedoms we were given.

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited.

**AGENDA**

**MOTION**

A motion was made by Duzyj, supported by Camphous-Peterson, to adopt the agenda, as presented. **The Motion Carried.**

**MINUTES**

**MOTION**

A motion was made by Rengert, supported by Camphous-Peterson, to approve the July 10, 2007 minutes of this committee, as written. **The Motion Carried.**

**PRESENTATION ON ECONOMIC DEVELOPMENT AND COMMUNITY GROWTH WEB-BASED APPLICATION FROM VIRTUALEYES, LLC**

Ms. Michele Favoretto, Vice President of Operations, Virtualeyes, demonstrated their Web application ([www.Cplanet.com](http://www.Cplanet.com)) that will ultimately compete with Google. It searches the Internet by longitude and latitude. She overviewed how they build a community to be delivered over the Internet. She then showed an example by inserting zip code 48043. It displayed a directory of restaurants, seven days of weather, had ad space of featured businesses, and various other directories. She noted that they can deliver every single form of media through this, too. Also, they have the patents to deliver in interactive 3D. She noted that almost all of Oakland County is built. They have a meeting with the state on the 27<sup>th</sup> and could potentially be the entire directory for the state ([www.Michigan.org](http://www.Michigan.org)).

After her presentation, she spoke about the need to start presenting communities as a whole. First, she would like to take the entire County of Macomb and put it into their directory. Then, the county would promote all of their communities to let them know this tool is available. She noted that it could be put on the county's Web site, too.

Chair Vosburg thought that this is a tool that could be used for economic development. Today is simply to see what can be done with the technology. Mr. Cassin said that he plans to meet with this firm next month on possible applications for Macomb County.

Inquiries were directed to Ms. Favoretto pertaining to the timeframe it would take for development, the process for identifying cities, the initial work to keep up the Web sites, and who would be responsible for maintaining those sites.

Chair Vosburg suggested bringing this presentation forward to Focus Macomb and other groups.

**MOTION**

A motion was made by Rengert, supported by Camphous-Peterson, to receive and file the presentation from Virtualeyes, LLC. **The Motion Carried.**

**OVERVIEW OF SBTDC EVENTS AND ACTIVITIES**

**MOTION**

A motion was made by Camphous-Peterson, supported by Rengert, to receive and file the report from the Planning and Economic Development Department on its Small Business Technology Development Center (SBTDC) activities.

Mr. Morandini gave a PowerPoint presentation on some upcoming SBTDC scheduled events: Business Basics, Tax Seminars, Business Plan Nuts & Bolts, Cost-Effective Marketing, Starting a Business in Macomb County, Learn How to Launch Your Own Small

Business, and Learn Why Your Business Needs to be on the Internet.

Events happening during this month include: Diversifying in a Flat World – a Manufacturing Symposium, Operation Save – Serving America’s Veteran Entrepreneurs, Informational Forum - Work at 50+ - a New Age of Possibility & Purpose, Baker College of Clinton Township Invites you to Join the Family Business Center, and Buy Michigan First Program.

Commissioner Camphous-Peterson asked Mr. Morandini for a copy of the Buy Michigan packet of information.

Chair Vosburg called for a vote on the motion and **The Motion Carried.**

### **OVERVIEW OF COMMUNITY DEVELOPMENT ACTIVITIES**

Mr. Mike Rozny gave a lengthy verbal presentation on the Community Development Block Grant Program and the HOME Program.

### **MOTION**

A motion was made by Duzyj, supported by Rengert, to receive and file the report from the Planning and Economic Development Department on its Community Development Activities. **The Motion Carried.**

### **NEW BUSINESS**

Commissioner Brown asked about the status of the Romeo State Airport review. Mr. Cassin said that he expects to have this issue on the October agenda.

### **ADJOURNMENT**

Chair Vosburg adjourned the meeting at 10:15 a.m.

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**Denise M. Jacks  
Committee Reporter**